



FEB 03 RECD

D. M. JS 2/11/92

T & D. JS 1/21/92

S. R. M. JS 1/11/92

S. A. M. JS 2/11/92

January 30, 1992

CC: LANNY

To: J. Casey
F. Natale
R. Ridge
R. Steel
D. James
R. VanSickle
F. DeJong

Re: **SUPER FRESH**

Attached are 1992 plan-o-grams for the Philip Morris carton equipment currently on location.

Regards.

Sincerely,

R.H. Fricke

RHF/mb

cc: J.A. Miller

M-2

51849 9469

"We work for smokers."

SPECIFICATIONS

PLAN - O - GRAM #1

ROWS: 296
CAPACITY: 1,482

POR: SUPER FRESH

DATE:
AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	140	702	47.3	\$469.00	\$ 5,628.00
R. J. REYNOLDS	20.93	49	245	16.6	0	0
LORILLARD	16.54	39	195	13.1	146.00	1,752.00
BROWN & WILLIAMSON	8.61	26	130	8.8	84.50	1,014.00
AMERICAN	6.65	26	130	8.8	82.00	984.00
LIGGETT & MYERS	2.69	16	80	5.4	58.00	696.00
GENERIC						
TOTAL		296	1482	100%	\$839.50	\$10,074.00

V A L U E	4 FEET		4 FEET		4 FEET	
	PHILIP MORRIS 13 ROWS 8 HIGH		PHILIP MORRIS 13 ROWS 8 HIGH		PHILIP MORRIS 13 ROWS 8 HIGH	
	PHILIP MORRIS 13 ROWS (CAMB, BUCKS) 5 HIGH		PHILIP MORRIS 13 ROWS 5 HIGH		PHILIP MORRIS 13 ROWS 5 HIGH	
	PHILIP MORRIS 13 ROWS (ALPINE, 5 HIGH BRISTOL)		LORILLARD 13 ROWS 5 HIGH		LORILLARD 13 ROWS 5 HIGH	
	AMERICAN (MALIBU, 13 ROWS MONTCLAIR 5 HIGH AMER)		AMERICAN 13 ROWS 5 HIGH		LORILLARD 13 ROWS 5 HIGH	
	B & W (VICEROY, 13 ROWS BEL-AIR, 5 HIGH RICH)		B & W 13 ROWS 5 ROWS		PHILIP MORRIS 13 ROWS 5 ROWS	
	L & M 13 ROWS 5 HIGH		PHILIP MORRIS 13 ROWS 5 HIGH		R. J. REYNOLDS 13 ROWS 5 HIGH	
C E N T E R	RJR 10 ROWS 5 HIGH	L & M 3 ROWS 5 HIGH	R. J. REYNOLDS 13 ROWS 5 HIGH		R. J. REYNOLDS 13 ROWS 5 HIGH	

51849 9470

SPECIFICATIONS

PLAN - O - GRAM #2

 ROWS: 281
 CAPACITY: 1,406

FOR: SUPER FRESH

 DATE:
 AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	126	631	44.8	\$393.00	\$ 4,716.00
R. J. REYNOLDS	20.93	44	220	15.9	0	0
LORILLARD	16.54	37	185	13.1	138.00	1,656.00
BROWN & WILLIAMSON	8.61	29	145	10.3	94.25	1,131.00
AMERICAN	6.65	30	150	10.6	102.00	1,224.00
LIGGETT & MYERS	2.69	15	75	5.3	58.00	696.00
GENERIC						
TOTAL		281	1406	100%	\$785.25	\$ 9,423.00

3 FEET

PHILIP MORRIS 10 ROWS (CAMP) 8 HIGH		
PHILIP MORRIS 10 ROWS (ALPINE, 5 HIGH BUCKS)		
PHILIP MORRIS 10 ROWS (BRISTOL) 5 HIGH		
AMERICAN (MALIBU, 10 ROWS AMER LIGHTS) 5 HIGH		
B & W (VICEROY 10 ROWS BEL-AIR, RICH) 5 HIGH		
B & W 2 ROWS 5 HIGH	AMER 3 ROWS 5 HIGH	L & M 5 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH		

5 FEET

PHILIP MORRIS 17 ROWS 8 HIGH		
PHILIP MORRIS 17 ROWS 5 HIGH		
LORILLARD 17 ROWS 5 HIGH		
AMERICAN 17 ROWS 5 HIGH		
B & W 17 ROWS 5 HIGH		
RJR 17 ROWS 5 HIGH		
RJR 17 ROWS 5 HIGH		

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH		
PHILIP MORRIS 10 ROWS 5 HIGH		
LORILLARD 10 ROWS 5 HIGH		
LORILLARD 10 ROWS 5 HIGH		
PHILIP MORRIS 10 ROWS 5 HIGH		
PHILIP MORRIS 10 ROWS 5 HIGH		
L & M 10 ROWS 5 HIGH		

51849 9471

SPECIFICATIONS 3x4x3, 7 SHELF

PLAN - O - GRAM #3

ROWS: 246

FOR: SUPER. FRESH

CAPACITY: 1,254

DATE:

AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.35	118	594	47.2	\$341.00	\$ 4,092.00
R. J. REYNOLDS	20.93	38	190	15.2	0	0
LORILLARD	16.54	33	165	13.2	121.00	1,452.00
BROWN & WILLIAMSON	8.61	23	115	9.2	74.75	897.00
AMERICAN	6.65	23	115	9.2	67.00	804.00
LIGGETT & MYERS	2.69	15	75	6.0	58.00	696.00
GENERIC						
TOTAL		250	1254	100%	\$661.75	\$ 7,941.00

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
AMERICAN 10 ROWS 5 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
RJR 5 ROWS 5 HIGH
L & M 5 ROWS 5 HIGH

4 FEET

PHILIP MORRIS 13 ROWS 8 HIGH
PHILIP MORRIS 13 ROWS 5 HIGH
LORILLARD 13 ROWS 5 HIGH
AMERICAN 13 ROWS 5 HIGH
B & W 13 ROWS 5 HIGH
PHILIP MORRIS 13 ROWS 5 HIGH
RJR 13 ROWS 5 HIGH

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
B & W 10 ROWS 5 HIGH
L & M 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

51849 9472

SPECIFICATIONS 3x3x3, 7 SHELF**PLAN - O - GRAM #4****ROWS: 228****FOR: SUPER FRESH****CAPACITY: 1,140****DATE:****AUTHORIZED BY:**

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	108	540	47.3	\$301.00	\$ 3,612.00
R. J. REYNOLDS	20.93	35	175	15.7	0	0
LORILLARD	16.54	30	150	13.1	101.00	1,212.00
BROWN & WILLIAMSON	8.61	20	100	8.7	65.00	780.00
AMERICAN	6.65	20	100	8.7	54.00	648.00
LIGGETT & MYERS	2.69	15	75	6.5	58.00	696.00
GENERIC						
TOTAL		228	1140	100%	\$579.00	\$ 6,948.00

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
AMERICAN 10 ROWS 5 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
RJR 5 ROWS 5 HIGH	L & M 5 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH	

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
AMERICAN 10 ROWS 5 HIGH
B & W 10 ROWS 5 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
B & W 10 ROWS 5 HIGH
L & M 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

51849 9473

SPECIFICATIONS 3x5x3, 6 SHELF

PLAN - O - GRAM #5

FOR: SUPER FRESH

ROWS: 244

CAPACITY: 1,221

DATE:

AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	106	531	43.4	\$293.00	\$ 3,516.00
R. J. REYNOLDS	20.93	32	160	13.4	0	0
LORILLARD	16.54	37	185	15.1	138.00	1,656.00
BROWN & WILLIAMSON	8.61	27	135	11.0	87.75	1,053.00
AMERICAN	6.65	27	135	11.0	87.00	1,044.00
LIGGETT & MYERS	2.69	15	75	6.1	58.00	696.00
GENERIC						
TOTAL		244	1221	100%	\$663.75	\$ 7,965.00

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
AMERICAN 10 ROWS 5 HIGH	
RJR 10 ROWS 5 HIGH	
RJR 5 ROWS 5 HIGH	L & M 5 ROWS 5 HIGH

5 FEET

PHILIP MORRIS 17 ROWS 8 HIGH	
PHILIP MORRIS 17 ROWS 5 HIGH	
LORILLARD 17 ROWS 5 HIGH	
AMERICAN 17 ROWS 5 HIGH	
B & W 17 ROWS 5 HIGH	
RJR 17 ROWS 5 HIGH	

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
LORILLARD 10 ROWS 5 HIGH	
LORILLARD 10 ROWS 5 HIGH	
B & W 10 ROWS 5 HIGH	
L & M 10 ROWS 5 HIGH	

51849 9474

SPECIFICATIONS 3x4x3, 6 SHELF

PLAN - O - GRAM #6

FOR: SUPER FRESH - OXFORD

ROWS: 217

CAPACITY: 1,089

DATE:

AUTHORIZED BY:

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	95	479	43.9	\$249.00	\$ 2,988.00
R. J. REYNOLDS	20.93	28	140	13.1	0	0
LORILLARD	16.54	33	165	15.1	121.00	1,452.00
BROWN & WILLIAMSON	8.61	23	115	10.5	74.75	897.00
AMERICAN	6.65	23	115	10.5	67.00	804.00
LIGGETT & MYERS	2.69	15	75	6.9	58.00	696.00
GENERIC						
TOTAL		217	1089	100%	\$569.75	\$ 6,837.00

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
PHILIP MORRIS 10 ROWS 5 HIGH	
AMERICAN 10 ROWS 5 HIGH	
RJR 10 ROWS 5 HIGH	
RJR 5 ROWS 5 HIGH	L & M 5 ROWS 5 HIGH

4 FEET

PHILIP MORRIS 13 ROWS 8 HIGH
PHILIP MORRIS 13 ROWS 5 HIGH
LORILLARD 13 ROWS 5 HIGH
AMERICAN 13 ROWS 5 HIGH
B & W 13 ROWS 5 HIGH
RJR 13 ROWS 5 HIGH

3 FEET

PHILIP MORRIS 10 ROWS 8 HIGH
PHILIP MORRIS 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
LORILLARD 10 ROWS 5 HIGH
B & W 10 ROWS 5 HIGH
L & M 10 ROWS 5 HIGH

51849 9475

SPECIFICATIONS

ROWS: 304
CAPACITY: 1,520
DATE:
AUTHORIZED BY:

PLAN - O - GRAM #7

FOR: SUPER FRESH

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	44.55	144	720	47.3	\$485.00	\$ 5,820.00
R. J. REYNOLDS	20.93	45	225	15.1	0	0
LORILLARD	16.54	40	200	13.1	150.00	1,800.00
BROWN & WILLIAMSON	8.61	30	150	9.8	97.50	1,170.00
AMERICAN	6.65	30	150	9.8	102.00	1,224.00
LIGGETT & MYERS	2.69	15	75	4.9	58.00	696.00
GENERIC						
TOTAL		304	1520	100%	\$892.50	\$10,710.00

V A L U E	3 FEET		6 FEET		3 FEET	
	PHILIP MORRIS 10 ROWS (CAMB) 8 HIGH		PHILIP MORRIS 20 ROWS 8 HIGH		PHILIP MORRIS 10 ROWS 8 HIGH	
	PHILIP MORRIS 10 ROWS (ALPINE, 5 HIGH BUCKS)		PHILIP MORRIS 20 ROWS 5 HIGH		PHILIP MORRIS 10 ROWS 5 HIGH	
	PHILIP MORRIS 10 ROWS (BRISTOL) 5 HIGH		LORILLARD 20 ROWS 5 HIGH		LORILLARD 10 ROWS 5 HIGH	
	AMERICAN 10 ROWS 5 HIGH (AMER)		AMERICAN 20 ROWS 5 HIGH		LORILLARD 10 ROWS 5 HIGH	
	B & W 10 ROWS 5 HIGH		B & W 20 ROWS 5 HIGH		PHILIP MORRIS 10 ROWS 5 HIGH	
	L & M 10 ROWS 5 HIGH		PHILIP MORRIS 20 ROWS 5 HIGH		RJR 10 ROWS 5 HIGH	
C E N T E R	RJR 10 ROWS 5 HIGH	L & M 5 ROWS 5 HIGH	RJR 20 ROWS 5 HIGH		RJR 10 ROWS 5 HIGH	

51849 9476

PLAN - O - GRAM #8

CHAIN: SUPER FRESH

DATE:

STORES (S):

SUPPLEMENTAL HARDWARE: YES ☒ NO ☐

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	40.26	111/134	670	45.20	\$405.00	\$4,860.00
R. J. REYNOLDS	24.15	45	225	15.20		
LORILLARD	15.68	48	240	16.30		
BROWN & WILLIAMSON	8.75	30	150	10.10		
AMERICAN	7.86	24	120	8.10		
LIGGETT & MYERS	3.27	15	75	5.10	58.00	696.00
ROYALE						
TOTAL	100%	273/296	1480	100%		

6'		4'		2'	Tobacco 4' Related	
PHILIP MORRIS 20 ROWS 8 HIGH		PHILIP MORRIS 13 ROWS 8 HIGH (MARLBORO)		P.M. 6 ROWS 8 HIGH		
PHILIP MORRIS 20 ROWS 5 HIGH		PHILIP MORRIS 13 ROWS 5 HIGH		P.M. 6 ROWS 5 HIGH		
LORILLARD 20 ROWS 5 HIGH		LORILLARD 13 ROWS 5 HIGH		LORILLARD 6 ROWS		
LORILLARD 9 ROWS	B & W 11 ROWS	B & W 13 ROWS		B & W 6 ROWS		
L & M 9 ROWS	AMERICAN 11 ROWS	AMERICAN 13 ROWS		RJR 6 ROWS		
PHILIP MORRIS 20 ROWS		R.J. REYNOLDS 13 ROWS		RJR 6 ROWS		
R.J. REYNOLDS 20 ROWS		R.J. REYNOLDS 13 ROWS		L & M 6 ROWS		

51849 9477

CHAIN: SUPER FRESH

DATE:

STORES # (S): 372

SUPPLEMENTAL HARDWARE: YES X NO

COMPANY	SHARE OF MARKET	ROWS	CARTONS	RACK SHARE	\$ MONTH	\$ YEAR
PHILIP MORRIS	40.26	70/87	435	39.50	\$217.00	\$2,604.00
R. J. REYNOLDS	24.15	40	200	17.70		
LORILLARD	15.68	35	175	15.90		
BROWN & WILLIAMSON	8.75	23	115	10.50		
AMERICAN	7.86	23	115	10.50		
LIGGETT & MYERS	3.27	12	60	5.90	58.00	696.00
ROYALE						
TOTAL	100%	203/270	1100	100%		

2'	5'	2'
PHILIP MORRIS 6 ROWS 8 HIGH	PHILIP MORRIS 17 ROWS 8 HIGH	PHILIP MORRIS 6 ROWS 8 HIGH
PHILIP MORRIS 6 ROWS 5 HIGH	PHILIP MORRIS 17 ROWS 5 HIGH	PHILIP MORRIS 6 ROWS 5 HIGH
PHILIP MORRIS 6 ROWS 5 HIGH	AMERICAN 17 ROWS 5 HIGH	AMERICAN 6 ROWS
LORILLARD 6 ROWS	LORILLARD 17 ROWS	LORILLARD 6 ROWS
LORILLARD 6 ROWS	B & W 17 ROWS	B & W 6 ROWS
PHILIP MORRIS 6 ROWS	R.J. REYNOLDS 17 ROWS	L & M 6 ROWS
R. J. REYNOLDS 6 ROWS	R. J. REYNOLDS 17 ROWS	L & M 6 ROWS

51849 9478